

Abstract

The present invention is a method of modifying games content of a mobile phone, the games content comprising gaming parameters. The method sends
5 one or more selected gaming parameters from the mobile phone to a server, at the server, applying training data to the one or more selected gaming parameters to provide a modified parameter set in which one or more of the one or more selected gaming parameters is modified, sending the modified parameter set to the mobile phone, wherein the modified parameter set is
10 used to modify the games content of the mobile phone.

The invention provides a way of introducing new unpredictable factors into selected aspects of the gameplay. This consequently increases the variety of gameplay and elevates the challenge of the game to the user.